

## EAST Search History

| Ref # | Hits | Search Query  | DBs                         | Default Operator | Plurals | Time Stamp       |
|-------|------|---|-----------------------------|------------------|---------|------------------|
| L1    | 4279 | broadcast\$3 and promotion                            | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2007/09/13 16:53 |
| L2    | 789  | L1 and ("product data" or "product information")      | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2007/09/13 16:54 |
| L3    | 27   | L2 and (merchant near8 volume)                        | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2007/09/13 16:53 |
| L4    | 4    | L3 and (volume near8 information)                     | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2007/09/13 16:53 |
| L5    | 73   | L1 and ("product data" or "product information").clm. | US-PGPU B                   | OR               | ON      | 2007/09/13 16:54 |
| L6    | 21   | 5 and promotion.clm.                                  | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2007/09/13 16:54 |
| L7    | 3    | 6 and transaction.clm.                                | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2007/09/13 16:54 |
| S1    | 9582 | "725"/\$.ccls.  | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2006/08/23 18:26 |
| S2    | 22   | S1 and (interactive and (video adj cast\$3))          | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2005/05/23 17:56 |
| S3    | 43   | S1 and (interactive and (video near3 cast\$3))        | US-PGPU B;<br>USPAT;<br>EPO | OR               | ON      | 2005/05/23 17:56 |

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|     |      |  |                                |    |    |                     |
|-----|------|--|--------------------------------|----|----|---------------------|
| S4  | 46   | S1 and (interact\$3 and (video near3 cast\$3))             | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>17:57 |
| S5  | 407  | S1 and (interact\$3 and cast\$3)                           | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:00 |
| S6  | 393  | S5 and video   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>17:57 |
| S7  | 136  | S6 and (promotion or promot\$3)                            | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |
| S8  | 59   | S7 and credit  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |
| S9  | 5    | S8 and (future near3 (purchase or buying or transaction))  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |
| S10 | 3    | S9 and (history or profile)                                | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:54 |
| S11 | 5407 | video and interact\$3 and cast\$3                          | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:00 |
| S12 | 1515 | S11 and (promotion or promot\$3)                           | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |
| S13 | 37   | S12 and (future near3 (purchase or buying or transaction)) | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |

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|     |    |   |                                |    |    |                     |
|-----|----|---|--------------------------------|----|----|---------------------|
| S14 | 36 | S13 and credit  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |
| S15 | 34 | S14 and (history or profile)                              | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:31 |
| S16 | 25 | S15 and preference  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:31 |
| S17 | 18 | S16 and income  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:01 |
| S18 | 7  | S17 and gender  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:02 |
| S19 | 1  | S18 and server  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:02 |
| S20 | 1  | S18 and (server or database)                              | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:03 |
| S21 | 3  | S10 and (product near5<br>information)                    | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>18:54 |
| S22 | 3  | S21 and (time or season or<br>date or "mercahnt product") | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>19:30 |
| S23 | 3  | S22 and frequency   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>19:35 |

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|     |       |   |                                |    |    |                     |
|-----|-------|---|--------------------------------|----|----|---------------------|
| S24 | 0     | S23 and calendar                                      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>19:35 |
| S25 | 3     | S23 and (date and month)                              | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2005/05/23<br>19:35 |
| S26 | 12435 | "725"/\$.ccls.  | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S27 | 4425  | S26 and interactive                                   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S28 | 4227  | S27 and video   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S29 | 485   | S28 and promotion                                     | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:26 |
| S30 | 1     | S29 and ("product data" and<br>"broadcast segment")   | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:28 |
| S31 | 72    | S29 and (product near3 (data<br>or inforamtion))      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:29 |
| S32 | 48    | S31 and (broadcast\$3 near3<br>(data or information)) | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |
| S33 | 202   | S29 and (product near3 (data<br>or information))      | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:29 |

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|     |       |   |                             |    |    |                     |
|-----|-------|---|-----------------------------|----|----|---------------------|
| S34 | 141   | S33 and (broadcast\$3 near3 (data or information))  | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:29 |
| S35 | 50    | S33 and (broadcast\$3 near3 (data or information))  | USPAT                       | OR | ON | 2006/08/23<br>18:31 |
| S36 | 2     | S35 and ((custom\$7 or personal\$7) near8 shopping) | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:30 |
| S37 | 31    | S35 and shopping                                    | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:31 |
| S38 | 24    | S37 and (history or profile)                        | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:31 |
| S39 | 19    | S38 and preference                                  | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:32 |
| S40 | 11    | S39 and segment                                     | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2006/08/23<br>18:32 |
| S41 | 14061 | "725"/\$.ccls.                                      | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |
| S42 | 4973  | S41 and interactive                                 | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |
| S43 | 4751  | S42 and video                                       | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |
| S44 | 543   | S43 and promotion                                   | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |

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|     |      |  |                             |    |    |                     |
|-----|------|--|-----------------------------|----|----|---------------------|
| S45 | 79   | S44 and (product near3 (data or inforamtion))      | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |
| S46 | 50   | S45 and (broadcast\$3 near3 (data or information)) | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |
| S47 | 0    | S46 and "merchant product volum information"       | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:26 |
| S48 | 0    | S46 and "merchant product volume information"      | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:27 |
| S49 | 3956 | broadcast\$3 and promotion                         | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:27 |
| S50 | 0    | S49 and "merchant product volume information"      | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:28 |
| S51 | 735  | S49 and ("product data" or "product information")  | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:28 |
| S52 | 27   | S51 and (merchant near8 volume)                    | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:29 |
| S53 | 12   | S51 and (merchant near8 volume)                    | USPAT                       | OR | ON | 2007/05/08<br>18:35 |
| S54 | 4    | S52 and (volume near8 information)                 | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/09/13<br>16:53 |
| S55 | 58   | S51 and "volume information"                       | US-PGPU B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:37 |

### EAST Search History

|     |    |   |                                |    |    |                     |
|-----|----|---|--------------------------------|----|----|---------------------|
| S56 | 46 | S55 and merchant                        | US-PGPU<br>B;<br>USPAT;<br>EPO | OR | ON | 2007/05/08<br>18:37 |
| S57 | 2  | S56 and (merchant near9<br>information) | USPAT                          | OR | ON | 2007/05/08<br>18:37 |